

READINGS, GUIDES, TOOLS & RESOURCES

for

MEASUREMENT AND EVALUATION

of

PR AND COMMUNICATION

TOP TEN 'MUST READS' ON EVALUATION OF PR AND COMMUNICATION

AMEC (Association for Measurement and Evaluation of Communication). (2015). **Barcelona Principles 2.0**. London, UK. Retrieved from <http://amecorg.com/barcelona-principles-2-0>

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Watson, T., & Zerfass, A. (2012). ROI and PR evaluation: Avoiding 'smoke and mirrors'. International Public Relations Research Conference, Miami, FL. Available at <http://www.instituteforpr.org/iprwp/wp-content/uploads/Watson-Zerfass-ROI-IPRRC-Miami-20121.pdf>

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Trochim, W. (2006). **Evaluation research**. In *Research methods knowledge base*. Available at <http://www.socialresearchmethods.net/kb/evaluation.php>

Bhattacharjee, A. (2012). **Social science research: Principles, methods, and practices**. Textbooks Collection. Book 3. Available free under Commons Licence at http://scholarcommons.usf.edu/oa_textbooks/3

Macnamara, J. (2018). **Evaluating public communication: New models, standards, and best practice**. Abingdon, UK: Routledge. [published September 2017]

* *The above list is subjective by the author, but based on the criteria of (1) selecting mostly recent texts and guides; (2) selecting texts and guides that are forward-looking rather than discussing problems or criticizing; (3) selecting mostly texts and guides that are available free online; and (4) including (lastly but not least in terms of importance) texts that offer a comprehensive guide.*

BIBLIOGRAPHY – EVALUATION OF COMMUNICATION AND PUBLIC RELATIONS

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Guides, Manuals and Toolkits

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Other Resources for PR and Communication Evaluation

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- Saliency Insight and News International. (n.d.). B. Paarlberg (Ed.), *The Measurement Standard*. Available at <http://www.themeasurementstandard.com/>

EVALUATION LITERATURE IN OTHER DISCIPLINES

Behavioural Economics / Behavioural Insights:

- Behavioural Insights. (2015). [Web site]. London, UK. Available at <http://www.behaviouralinsights.co.uk>
- Psychology Today. (2015). [Web site]. Available at <https://www.psychologytoday.com/topics/behavioral-economics>
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Health Communication / Health Promotion:

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General Evaluation Resources:

- American Evaluation Society – www.eval.org
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- Harvard Family Research Project, *The Evaluation Exchange* – www.gse.harvard.edu/hfrp/eval.html
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ONLINE GUIDES ON METHODS AND METRICS

Method/Topic	Source	Link/Reference
Balanced Scorecard	Fleisher & Mahaffy (1997)	http://down.cenet.org.cn/upfile/47/200610312249117.pdf
	Kaplan & Norton (1992)	https://hbr.org/2005/07/the-balanced-scorecard-measures-that-drive-performance (requires subscription)
Behavioural economics	Samson (2014)	http://www.behavioraleconomics.com/BEGuide2014.pdf
	Psychology Today	https://www.psychologytoday.com/topics/behavioral-economics
Behavioural insights	Behavioural Insights	http://www.behaviouralinsights.co.uk
	Thaler & Sunstein (2008)	See also 'Nudge marketing'
Benefit Cost Ratio (BCR)	Likely (2012)	http://www.instituteforpr.org/wp-content/uploads/15th-IPRR-Proceedings1.pdf
Communication Controlling	Zerfass (2010)	http://www.instituteforpr.org/wp-content/uploads/IPRR_13_Proceedings.pdf
		http://www.communicationcontrolling.de/en/resources
	Huhn, Sass, & Storck (2011)	http://www.quadrige.eu/_files/downloads/2011-11-16_position-paper_com-controlling.pdf
Communication Performance Management	Zerfass (2010)	See 'Communication Controlling'
Communication Scorecard	Communication Controlling	http://www.communicationcontrolling.de/en/methods/value-creation/scorecardsstrategy-maps.html
Content Analysis	Macnamara (2005)	http://amecorg.com/wp-content/uploads/2011/10/Media-Content-Analysis-Paper.pdf
	Neuendorf (2002)	http://academic.csuohio.edu/neuendorf_ka/content/
	Krippendorff & Bock (2009)	
Cost Benefit Analysis (CBA)	Likely (2012)	http://www.instituteforpr.org/wp-content/uploads/15th-IPRR-Proceedings1.pdf
Cost Effectiveness Analysis (CEA)	Likely (2012)	http://www.instituteforpr.org/wp-content/uploads/15th-IPRR-Proceedings1.pdf
	Likely & Watson (2013)	http://eprints.bournemouth.ac.uk/20494/
Cost Per Thousand (CPM)	Weiner (2013)	http://www.instituteforpr.org/2013/02/public-relations-research-and-measurement-are-cpms-a-way-forward/
Engagement	Macnamara (2014)	https://www.uts.edu.au/sites/default/files/acpc-pr-measurement-and-evaluation-review.pdf
Impressions	Stacks & Bowen (2013)	http://www.instituteforpr.org/topics/dictionary-of-public-relations-measurement-and-research/
Integrated Reporting Framework (IRF)	International Integrated Reporting Council	http://www.theiirc.org/international-ir-framework
Internal communication	Melcrum	https://www.melcrum.com/internal-communication-measurement-evaluation

Key Performance Indicators (KPIs)	Advanced Performance Institute	http://www.ap-institute.com/what-is-a-key-performance-indicator.aspx
	Klipfolio KPI Examples and Templates	http://www.klipfolio.com/resources/kpi-examples
Logic Models	University of Wisconsin – Program Development and Evaluation	http://www.uwex.edu/ces/pdande/evaluation/evallogicmodel.html
	Kellogg Foundation Logic Model Development Guide	https://www.wkcf.org/resource-directory/resource/2006/02/wk-kellogg-foundation-logic-model-development-guide
	Kellogg Foundation (2004)	http://www.epa.gov/evaluate/pdf/eval-guides/logic-model-development-guide.pdf
	Community Toolbox	http://ctb.ku.edu/en/table-of-contents/overview/models-for-community-health-and-development/logic-model-development/main
	Milstein & Chapel (2014)	As above
	Knowlton & Phillips (2013)	http://www.sagepub.com/upm-data/23938_Chapter_3___Creating_Program_Logic_Models.pdf
	Macnamara (2013)	http://amecorg.com/2013/05/toe-bone-to-the-head-bone-logic-model/
Market Mix Modelling	Marketing Management Analytics	http://mma.com/expertise/marketing-mix-modeling-roi/
	Weiner, Arnorsdottir, Lang & Smith (2010)	http://www.instituteforpr.org/wp-content/uploads/OptMarketingMixModeling.pdf
Nudge marketing	Thaler & Sunstein (2008)	http://nudges.org/ (See also ‘Behavioural economics’)
Reach	Stacks & Bowen (2013)	http://www.instituteforpr.org/topics/dictionary-of-public-relations-measurement-and-research/
Return on Investment (ROI)	Watson & Zerfass (2011)	http://www.instituteforpr.org/iprwp/wp-content/uploads/Watson-Zerfass-ROI-IPRRC-Miami-20121.pdf
	Watson & Zerfass (2012)	http://www.prismjournal.org/vol8_1.html
	Watson (2005)	http://www.prismjournal.org/fileadmin/Praxis/Files/Journal_Files/Issue3/Watson.pdf
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